

Amendments to the CLAIMS

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

8. (Currently Amended) ~~The method of claim 7, further comprising the step of~~ A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user;

generating a user information record associated with each user, the user information record including the user identification code, an IP address field indicating the last internet address from which the user communicated, a country code field indicating the country from which the user last communicated, and a last login field indicating the last time that the user communicated; and

customizing information presented to a user in accordance with the country code field associated with the user.

9. (Cancelled)

10. (Cancelled)

✓ 11. (Currently Amended) ~~The method of claim 10, further comprising the step of~~ A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user;

generating a user session record associated with a communication session with the user, the user session record including the user identification code or a similar unique identifier associated with the user, the application code associated with a website, an IP address field indicating the last internet address from which the user communicated, session timing information, and a unique

session identification code wherein said session timing information includes a session start time and a session end time; and

generating user-specific statistics including user session duration and peak time of use.

12. (Currently Amended) ~~The method of claim 10, further comprising the step of~~ A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user;

generating a user session record associated with a communication session with the user, the user session record including the user identification code or a similar unique identifier associated with the user, the application code associated with a website, an IP address field indicating the last internet address from which the user communicated, session timing information, and a unique session identification code wherein said session timing information includes a session start time and a session end time; and

generating average user session duration, average client session duration, user session peak time of use and client session peak time of use for a plurality of users.

13. (Cancelled)

14. (Currently Amended) ~~The method of claim 13, further comprising the step of~~ A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user;

generating a session identifier for tracking application activities, the session identifier including the application code associated with the website and an application name field indicating the textual name associated with the website; and

transmitting messages to be displayed the user, and wherein the session identifier further includes an application message interval field indicating a period of time between messages sent from a message queue to the application, a welcome wait interval which indicates an amount of time to wait before requesting a next display message from the message queue, and a query time interval which indicates a period of time between application queries for additional information.

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Currently Amended) ~~The method of claim 20, further comprising the step of~~ A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user;

generating a user URL information record which indicates user URL tracking information used to generate user behavior information, the user URL information record including the user identification code or a similar unique identifier associated with the user, a session identifier which identifies the session of the user for a particular URL, a domain field and page field associated with the particular URL, a page type field which identifies the type of URL, and a duration field which indicates an amount of time the user spent at a particular URL; and

utilizing user URL information records to generate user behavior statistics, including at least one of total and average number of times the user visited a particular URL, the total and average

time the user spent at a particular URL, the peak time when the user visited a particular URL, and the types of pages viewed by the user.

22. (Currently Amended) The method of claim ~~20~~ 21, further comprising the step of utilizing user URL information records to generate URL statistics, including at least one of total and average number of times that users visited a particular URL, the total and average time users spent at a particular URL, and the peak time when users visited a particular URL.

23. (Cancelled)

A' / 24. (Currently Amended) ~~The method of claim 1, further comprising the step of~~ A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user; and

generating a user application information record indicating information associated with client applications the user has downloaded, the user application information record including the user identification code or a similar unique identifier associated with the user, the application code for each particular application downloaded by the user, an application version field identifying the

current version of each particular application, a download date field indicating the date the user downloaded the particular application.

25. (Original) The method of claim 24, wherein the user application information record further includes a last login field indicating the last time the user used the particular application, and a last message identification field indicating the last message displayed to the user in connection with the particular application.

26. (Original) The method of claim 24, further comprising the step of updating a particular application in accordance with at least one of the application version field and the download date field.

27. (Original) The method of claim 25, further comprising the step of displaying a next message to the user in accordance with at least one of the last login field and the last message identification field.

28. (Cancelled)

29. (Cancelled)

30. (Currently Amended) ~~The method of claim 1, further comprising the step of~~ A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user; and

generating a message queue record indicating a list of messages to be displayed to the user, the message queue record including the user identification code or a similar unique identifier associated with the user, a behavior type field indicating a user behavior for which messages in the queue will be transmitted to the user, a message number field indicating a sequential number assigned to each message, a messages field which indicates the list of messages to be transmitted to the user, and a URL field indicating a web address to be transmitted to the user.

31. (Original) The method of claim 30, wherein the message queue record further includes a mode indication indicating whether the message will be displayed as a popup window or whether the application associated with the message will be pulsed when the message is transmitted to the user.

32. (Original) The method of claim 30, further comprising the following steps:

requesting a message to be displayed to the user in accordance with a welcome wait interval which indicates an amount of time to wait before requesting a next display message from the message queue; and

selecting a message to be displayed to the user in accordance with the identification of the user and the user's behavior type.

33. (Original) The method of claim 32, further comprising the step of transmitting the selected message to the user in accordance with an application message interval and displaying the selected message in accordance with the user's display preferences.

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (Cancelled)

39. (Cancelled)

40. (Cancelled)

41. (Cancelled)

42. (Cancelled)

43. (Cancelled)

44. (Cancelled)

45. (Cancelled)

46. (Cancelled)

✓ 47. (Currently Amended) ~~The method of claim 45, further comprising the step of~~ A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user further comprising the steps of performing at least one data count based on the user's prior usage history, and weighting the at least one data count to adjust the relevance of the at least one data count to produce a running total score for at least one website viewed by the user; and

determining the user's behavior by selecting the website with the highest running total score.

48. (Currently Amended) The method of claim 45 47, further comprising the step of determining the user's behavior by selecting the website with the second highest running total score in the event that the user does not have a client application corresponding to the website with the highest running total score.

49. (Cancelled)

50. (Cancelled)

51. (Cancelled)

52. (Cancelled)

53. (Cancelled)

54. (Cancelled)

55. (Cancelled)

A¹
56. (Cancelled)

57. (Cancelled)

58. (Cancelled)

59. (Cancelled)
